

ORDER

Orders	Order / Rev:	1295905	
	Alt Order #:	08366587	
	Product Desc:	CANDIDATE ERIE #917	
	Estimate:	917	
	Flight Dates:	09/12/16 - 09/12/16	Primary AE: Maria Bellwood
	Original Date / Rev:	09/09/16 / 09/09/16	Sales Office: T-DAL
	Order Type:	Political	Sales Region: NAT

Agency	Name:	Hulsen Media Services / POL	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		2400 Laramie Trail	Billing Cycle: EOM/EOC
		Austin, TX 78745	Agency Commission: 15%

Advertiser	Name:	Michael Flaherty for District Attorney /	New Business Thru:
	Demographic:	A35+	Order Separation: 00:15:00
	Product Codes:	PL-County Other	Advertiser External ID: 107236
	Priority:	P04-GB	Agency External ID: 20106AG
	Revenue Codes:	AGY, (POL) Political, (POL) Candidate	Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/12/16	7	\$4,355.00	\$3,701.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	7	\$4,355.00	\$3,701.75	0.00
Totals	7	\$4,355.00	\$3,701.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Maria Bellwood			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WGRZ	25%	\$4,355.00
Market	100%	\$17,420.00

Competitive Share

	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	25%	\$4,355.00
WKBW	25%	\$4,355.00
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	0%	\$0.00
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	25%	\$4,355.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	09/12/16	09/12/16	LN (M-Su) Late News	CM	11-1135PM-F&SU,M-----		:30	1	\$360.00	P04-C	0.00	NM	1	\$360.00
CHANNEL 2 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	M-----		1		\$360.00		0.00					
E 2	WGRZ	09/12/16	09/12/16		CM	WNY Living 1130aM-----		:30	1	\$70.00	P04-C	0.00	NM	1	\$70.00

Order / Rev: 1295905
 Alt Order #: 08366587
 Flight Dates: 09/12/16 - 09/12/16

Advertiser: Michael Flaherty for District Attorney / PC
 Product Desc: CANDIDATE ERIE #917
 Estimate: 917

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WNY Living 1130a-12p											
				WNY Living 1130a-12p											
				WNY LIVING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	M-----					1	\$70.00		0.00			
E 3	WGRZ	09/12/16	09/12/16	Tonight Show	CM	1135p-1237a	M-----	:30	1	\$350.00	P03-F	0.00	NM	1	\$350.00
				Tonight Show											
				TONIGHT SHOW W/ FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	M-----					1	\$350.00		0.00			
E 4	WGRZ	09/12/16	09/12/16	Local News @ 6p M-F	CM	6-630p	M-----	:30	1	\$540.00	P04-C	0.00	NM	1	\$540.00
				Local News @ 6p M-F	(6:00 PM-6:30 PM)										
				CH 2 NEWS AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	M-----					1	\$540.00		0.00			
E 5	WGRZ	09/12/16	09/12/16	NBC Nightly News	CM	630-7p	M-----	:30	1	\$540.00	P04-C	0.00	NM	1	\$540.00
				NBC Nightly News											
				NBC NITELY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	M-----					1	\$540.00		0.00			
E 6	WGRZ	09/12/16	09/12/16	Mon Prime Other	CM	8p-11p	M-----	:30	1	\$2,270.00	P03-F	0.00	NM	1	\$2,270.00
				Mon Prime Special	(8:00 PM-10:00 PM)										
				THE VOICE SEASN PREM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	M-----					1	\$2,270.00		0.00			
E 7	WGRZ	09/12/16	09/12/16	Today Show 2	CM	9-10a	M-----	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
				Today Show 2	(9:00 AM-10:00 AM)										
				TODAY SHOW 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	M-----					1	\$225.00		0.00			
													Totals	7	\$4,355.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date: 8.25.16

WGRZ Buffalo, NY

I, HMS,

being/on behalf of: Flaherty for DA,

a legally qualified candidate of the Democratic

political party for the office of: Erie County District Attorney

in the Primary Election

election to be held on: 9/13/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Attach proposed schedule with charges (if available): \$3,701.75 net

I represent that the payment for the above described broadcast time has been furnished by:

Flaherty for DA, 716-735-8108

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Patrick Flaherty, 329 Elmwood Avenue, Buffalo NY 14222

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8-25-14

Mama Hale

Date

Signature

To Be Signed By Station Representative

□ Accepted

☐ **Accepted in Part**

☐ **Rejected**

Signature

Printed Name _____

Title